

City of Cambridge Economic Development Division Newsletter

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Participants discuss how to start their own businesses in a winter workshop sponsored by the City of Cambridge and delivered by the Center for Women & Enterprise.

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Greetings!

The Economic Development Division of the Cambridge Community Development Department is a great resource for small business people. Read below to learn about our upcoming workshops and a new statewide small business expo. Share this information with your friends and register for the programs that interest you. We hope you can attend some of these events!

SOMWBA Certification Workshop

The State Office of Minority and Women Business Assistance (SOMWBA) will assist minority or women business owners become certified vendors so that they can work more easily with state and local governments.

Workshop will be held 10AM-1PM, Tuesday, April 11 in the 2nd floor conference, 344 Broadway, Cambridge.

Workshop is FREE of charge. Pre-registration required. Call 617-973-8692 or click the link below.

[State Office of Minority & Women Business Assistance](#)

Minding Your Own Business Workshop

This is a 4-week facilitated forum that focuses on overall business strategy. Topics include how to create a market niche, establish a realistic budget, and set profitable prices for goods and services.

Classes will be held 8-10AM, Thursdays, April 13, 20, 27 & May 2 in the 2nd floor conference room, 344 Broadway, Cambridge.

Workshop is free for eligible Cambridge participants & \$50 for others. To view eligibility guidelines click the link below. Eligibility determined at pre-registration. Contact Rona Holmes at 617-349-4637 or rholmes@cambridgema.gov. Pre-registration required! Space is limited.

[Workshop Eligibility Guidelines](#)

NEW Marketing For Retailers Workshop

Over 3 sessions, this new workshop will have expert consultants teaching how to identify your customers, ways to better reach and keep them, and methods to measure marketing effectiveness. There will be extensive discussion on new web-based technologies.

Classes will be held 8-10AM, Tuesdays, April 18, May 2 & 16 in the 4th floor conference room at 344 Broadway, Cambridge.

Workshop is free for eligible Cambridge participants & \$50 for others. To view eligibility guidelines, click the link below. Eligibility determined at pre-registration. Contact Rona Holmes at 617-349-4637 or rholmes@cambridgema.gov. Pre-registration required! Space is limited.

MA Procurement and Business Exposition

All small businesses in the State are invited to attend the First Annual Massachusetts Procurement and Business Expo. Exhibitors will include small businesses, government procurement offices, and contracting officials from hospitals, universities, and other institutions. Several banks will be available to discuss financing options.

The Expo will be held 10AM-4PM, May 22 at Sal's Riverwalk in Lawrence, MA.

Participation in the Expo is FREE of charge. Registration is required. Space is limited. Contact Setti Warren at 617-565-6653.

You are receiving this email because you have expressed an interest in the programs and services offered by the City of Cambridge Economic Development Division. If you no longer wish to receive these emails, please click on the link below marked "Safe Unsubscribe" to remove yourself from our list.

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